



Global Business Dialogue on Electronic Commerce

GBDe

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GBDe Policy Development

From 1999-2003

- Global business consensus
- Moving from broad principles to detailed recommendations
- Reflecting the changing global priorities for e-commerce
- Moving from policy development to advocating key issues



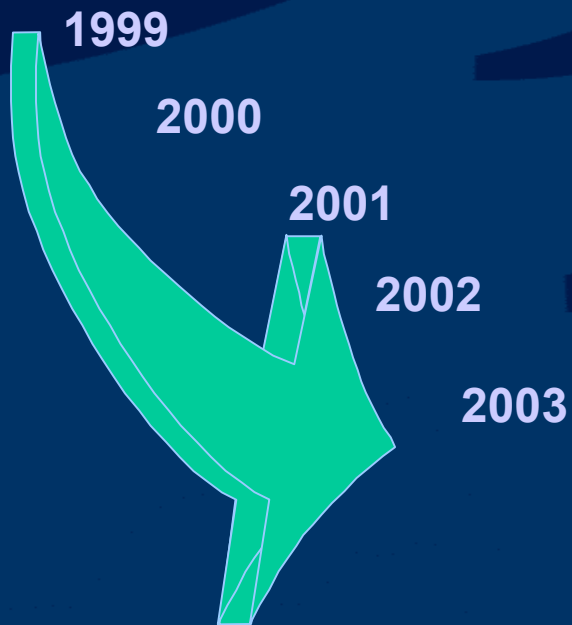
Topics dealt with

Advocacy	'99
Authentication & Security	'99
Consumer Confidence:	
Protection of Personal Data	'99, '00, '01, '02
Alternative Dispute Resolution	'99, '00, '01, '02
Trustmarks	'99, '00, '01, '02
Internet Payments	'01, '02
Content & Commercial Communications	'99
Information Structure & Market Access	'99
Intellectual Property Rights	'99, '00, '01, '02
Jurisdiction	'99
Liability	'99
Taxation & Tariffs	'99, '00, '01, '02
Digital Bridges	'00,
e-Government	'01, '02
Trade/WTO	'01, '02
Convergence	'00, '01, '02
Cyber Security & Cyber Crime	'01, '02
Cultural Diversity	'00,
Cyber Ethics	'01, '02
Combating Harmful Internet Content	'01
	'01



Working Procedure

Recommendations + Advocacy + Policy Cooperation



- Development of **Recommendations**
- **Advocacy** of GBDe recommendations
- **Policy co-operation** with public authorities, consumers and business representatives



Policy Cooperation

- With ALL parties interested in e-commerce
 - Public authorities
 - Consumer representatives
 - Business community
- Share views, joint analysis, discussion, search of common positions/solutions
- Objectives
 - Help develop efficient and appropriate laws
 - Promote self-regulation wherever possible
- Dialogue with: **APEC**, ABAC, ASEAN, BIAC, EU, GIIC, G8, GCD, ICC, OECD, UNDP, W3C, WB, WEF, WIPO, WTO etc.



Main Themes 2003

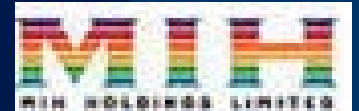
- Increasing consumer trust in e-commerce - consumer confidence, network security, Internet payments
- Speeding up e-commerce growth through convergence, broadband deployment and cyber security
- Promoting global policy solutions for digital bridges, IPR, e-Government, taxation and trade

Working Groups in 2003

- Building Consumer Trust



- Future of the Internet



- Advocacy & Policy
Cooperation





Advocacy & Policy Cooperation

- Encompassing
 - Digital Bridges
 - e-Government
 - Intellectual Property Rights
 - Taxation
 - Trade



Key Deliverables 2002

- **Joint Government statement** endorsing GBDe as a preferred dialogue partner
- Agreement to develop mutually accepted guidelines on **alternative dispute resolution** with Consumers International
- Announcement of increased private sector co-ordination of efforts to reduce the **digital divide** embodied in statement with WEF (World Economic Forum) and the GIIC (Global Information Infrastructure Commission)



2002 Recommendations

Combating Harmful Internet Content (CHIC)

- Addressing the need to provide online users with safe content
- Recommendations cover codes of conduct, hotlines, assisting public authorities, notice and takedown, acceptable user policies
- Complement the formal procedures available to public authorities



2002 Recommendations

Digital Bridges

- Focus on three major areas:
 - Establishing greater co-operation among private sector
 - Promoting increased appreciation of the private-sector role in bridging the digital divide
 - Developing a framework to identify parameters for effective investment in digital projects



2002 Recommendations

E-Government

- Governments have a important role in stimulating e-commerce
- Development of a public sector checklist for widespread e-Government implementation



2002 Recommendations

Intellectual Property Rights

- 8 key principles for IPR
- Recommendations extended to address online enforcement mechanisms



2002 Recommendations

Taxation

- Pushing for international co-ordination in the development of tax policies
- Responding rapidly to tax system developments relating to e-commerce
- Emphasis on promotion of basic tax principles and their application



2002 Recommendations

Trade

- Increased efforts to ensure e-commerce considered during trade agreement negotiations
- Seeking to insure e-commerce is integral part of existing WTO agreements
- Investigating classification of goods and services
- Identifying trade barriers to e-commerce



e-Government WG Output

23 Recommendations to Government

Propulsion framework and the ways to proceed e-Government projects (6)

- Establish institutional system that permits private companies' requests
- Express roadmap for e-Government construction
- Utilize private outsourcing

Desirable e-Government features (10)

- Enable 100% of administrative procedures online, and achieve one-stop service provision
- Standardize operational forms of central and local governments
- Realize secure environment
- Establish a transparent system

Internationalization / Globalization issues (7)

- Correspond to as many languages as possible
- Adopt specifications and technologies of internationally neutral standard
- Establish one-stop service and online operations on import/export with a high priority



e-Government WG Output

13 Ideas on Private Sector Support (13)

How private sector can support e-Government implementation

- Private companies can provide know-how and strategies for increasing customers' satisfaction.
- Private companies may offer effective methods of evaluation.
- Private sector can offer outsourcing services suited to public sector.
- Private sector may cooperate in IT education of governmental officials.

Note :

It should be recognized that those regions, countries or local governments with non-advanced e-Government policies hold a risk of less private company attraction.



For Further Information

- **www.gbde.org**
- Downloads include:
 - GBDe Recommendations
 - Working Group materials

***Please invite key private companies
to join GBDe***